

|                        |  |   |  |                           |  |
|------------------------|--|---|--|---------------------------|--|
| Define CS, fit into CC | <div><div>1. CUSTOMER SEGMENT(S)<div>CS</div></div><div>Who is your customer?<br/>i.e. working parents of 0-5 y.o. kids</div><div><ul style="list-style-type: none"><li>Farmers</li><li>Those who engage in agricultural operations like crop growing, harvesting, and selling.</li></ul></div></div>  | <div><div>6. CUSTOMER CONSTRAINTS<div>CC</div></div><div>What constraints prevent your customers from taking action or limit their choices of solutions? i.e. spending power, budget, no cash, network connection, available devices.</div><div><ul style="list-style-type: none"><li>Monetary issues</li><li>Network issues</li><li>Lack of Awareness</li><li>Quality of Soil, manure, water etc.</li></ul></div></div>  | <div><div>5. AVAILABLE SOLUTIONS<div>AS</div></div><div>Which solutions are available to the customers when they face the problem or need to get the job done? What have they tried in the past? What pros &amp; cons do these solutions have? i.e. pen and paper is an alternative to digital notetaking</div><div><ul style="list-style-type: none"><li>Traditional ways of prediction</li><li>Precision farming</li></ul></div><div>BE</div></div>  | Explore AS, differentiate |  |
|                        | <div><div>2. JOBS-TO-BE-DONE / PROBLEMS<div>J&amp;P</div></div><div>Which jobs-to-be-done (or problems) do you address for your customers? There could be more than one; explore different sides.</div><div><ul style="list-style-type: none"><li>Help them comprehend how to use software and predictions to improve agricultural output.</li><li>To plan the aforementioned, information must be gathered and awareness should be developed.</li></ul></div></div> | <div><div>9. PROBLEM ROOT CAUSE<div>RC</div></div><div>What is the real reason that this problem exists? What is the back story behind the need to do this job?<br/>i.e. customers have to do it because of the change in regulations.</div><div><ul style="list-style-type: none"><li>Weather conditions</li><li>Soil Conditions</li><li>Water availability</li><li>Unpredictable weather conditions</li><li>Pest issues</li><li>Manure and other usages</li><li>Crop resistance</li></ul></div></div> | <div><div>7. BEHAVIOUR</div><div>What does your customer do to address the problem and get the job done?<br/><br/>i.e. directly related: find the right solar panel installer, calculate usage and benefits; indirectly associated: customers spend free time on volunteering work (i.e. Greenpeace)</div><div><ul style="list-style-type: none"><li>Try to enlist the aid of agricultural professionals.</li><li>For a quicker harvest, try using non-natural methods of agriculture.</li></ul></div></div> |                           | Focus on J&P, tap into BE, understand RC |
|                        |  |   |  |                           |  |

3. TRIGGERS

TR

What triggers customers to act? i.e. seeing their neighbor installing solar panels, reading about a more efficient solution in the news.

Observing that their neighboring farmers are using natural or artificial ways to produce a higher yield.

4. EMOTIONS: BEFORE / AFTER

EM

How do customers feel when they face a problem or a job and afterwards?  
i.e. lost, insecure > confident, in control - use it in your communication strategy & design.

Before: unsteady, followed by strength and faith in growth.

10. YOUR SOLUTION

SL

If you are working on an existing business, write down your current solution first, fill in the canvas, and check how much it fits reality.  
If you are working on a new business proposition, then keep it blank until you fill in the canvas and come up with a solution that fits within customer limitations, solves a problem and matches customer behavior  
.

An interactive, visualization dashboard that precisely indicates the predictions of the needed parameters for farmers to get insights about what is needed. It is a one-stop solution and there is no extra setup that is required.

8. CHANNELS of BEHAVIOUR

CH

8.1 ONLINE  
What kind of actions do customers take online? Extract online channels from #7

8.2 OFFLINE  
What kind of actions do customers take offline? Extract offline channels from #7 and use them for customer development.

- Trying to use pesticides and fertilizers that increase gain but cause harm.
- Irrigation channel changes.